



11 May 1982

ER

MEMORANDUM FOR: Director of Central Intelligence

VIA : Deputy Director for Intelligence

FROM :
Director, Current Production and
Analytic Support

SUBJECT : Evaluation of Proposal to Coordinate the
Assessment of Foreign Public Opinion
Toward the United States

25X1

1. General Evaluation. The basic premise of the proposal is sensible. The US Government is in need of timely and relevant information on foreign public attitudes toward this country. Policymakers would benefit from the coordination of existing collection approaches and the integration of their products into the policymaking process.

2. The National Foreign Opinion Board. The proposal contains several elements which should be evaluated individually with respect to their potential payoff and cost-effectiveness. As proposed, the National Foreign Opinion Board would provide a useful and cost-effective means for coordinating and disseminating information about foreign public opinion. Such an organization should:

- Maximize use of existing expertise and proven means for assessing foreign public opinion, thereby avoiding unnecessary duplication;
- Facilitate the active collection of information on foreign public opinion in a quantitative, systematic and timely fashion. To be effective, the NFOB must have a "can-do" orientation, and not be merely another bureaucratic peg point;

25X1

3. The Yankelovich Survey. We have a number of reservations about the proposed Yankelovich poll [REDACTED]

25X1

25X1

25X1

b. Cost-effectiveness. Based on the limited information in the proposal, we still believe that the Yankelovich survey is much too expensive for a national sample survey.

25X1

25X1

25X1

6. Conclusion. In short, the Yankelovich surveys might be useful in a general way because they would tell policymakers how their actions are perceived at a particular time. [REDACTED]

25X1

25X1

25X1